



THE DISTRICT

10177 North Kings Hwy | Myrtle Beach, SC 29572


UNITED DEVELOPMENT COMPANY

 **DIVARIS**
REAL ESTATE, INC.

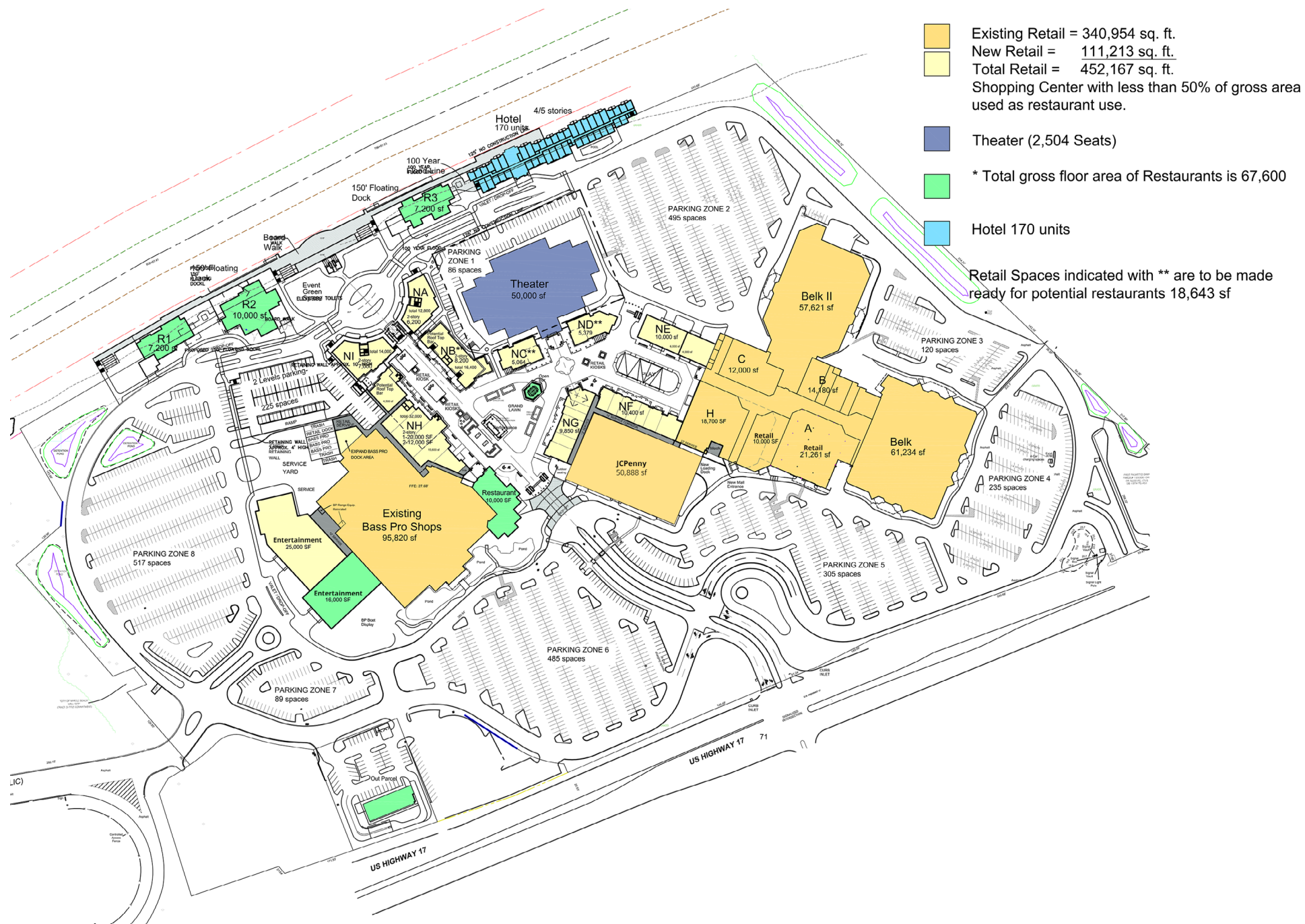


The District at Myrtle Beach

PROPERTY OVERVIEW

The District

The District is the proposed addition of a lifestyle component to the well-established regional shopping center located in coastal South Carolina. The trade area extends more than 30 miles and the property features strong successful anchors including Belk, JC Penney and South Carolina's first Bass Pro Shops Outdoor World. The District will offer waterfront opportunities in the restaurant district along the Atlantic Intracoastal Waterway and exciting new entertainment and shopping for the enjoyment of the area visitors and residents. Day or night, The District is the place to experience the excitement of Myrtle Beach.



THE MARKET

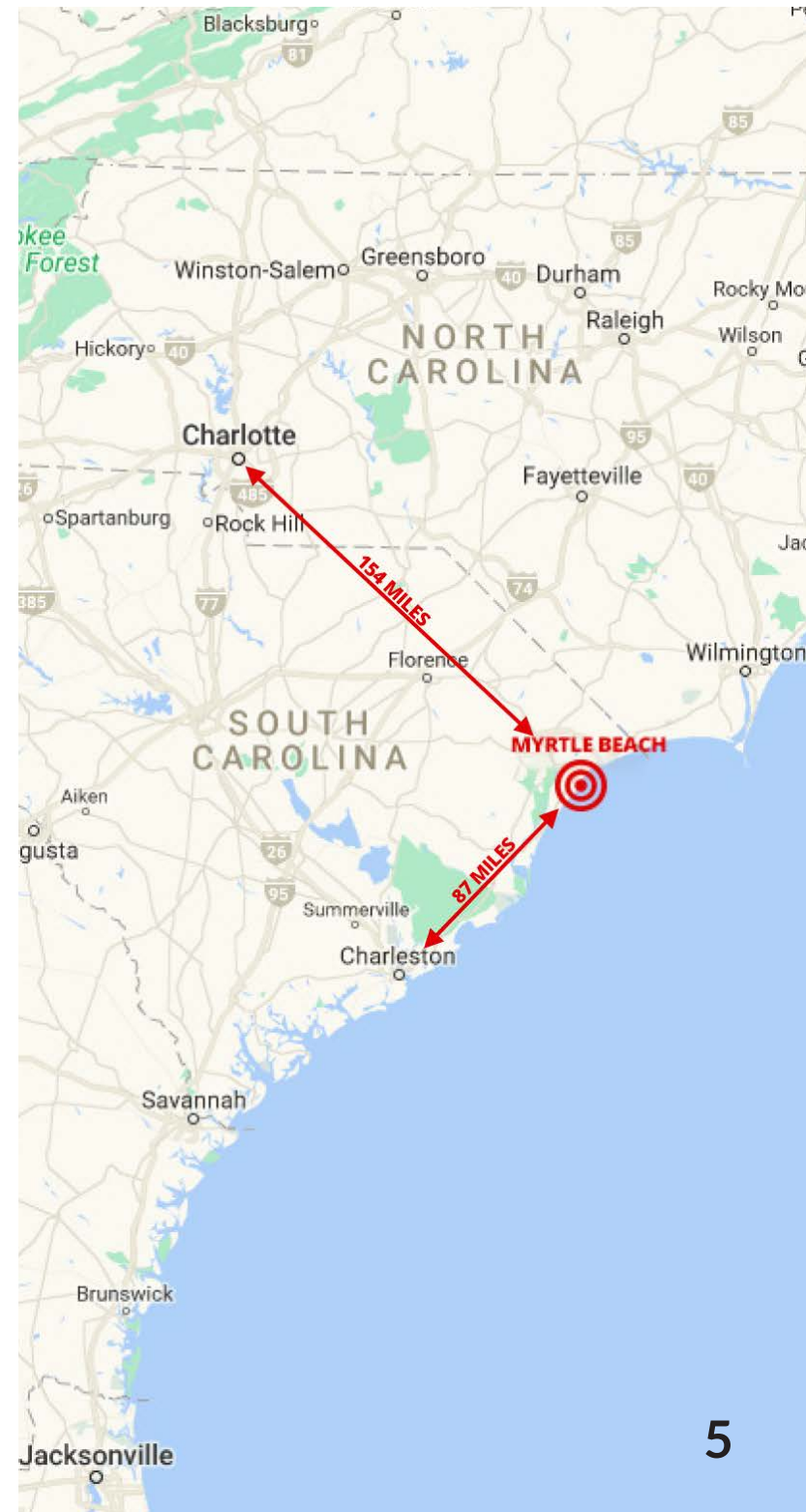
A Thriving Market with Continued Growth.

The Myrtle Beach area attracts over 19.5 million visitors between two distinct tourist seasons annually and continually reaffirms the moniker “The Grand Strand”. Year after year, Myrtle Beach earns prestigious awards and designations for its highly acclaimed beaches, golf and family destinations. TripAdvisor has listed Myrtle Beach in its Traveler’s Choice Awards; naming Myrtle

Beach the “#1 Best Beach in the United States, a Top 10 Best in the World” and a “Top 25 Destinations in the United States” in recent years.

The Myrtle Beach MSA was one of the fastest growing metro areas in the nation between July 2015 – July 2017, according to the U.S. Census Bureau

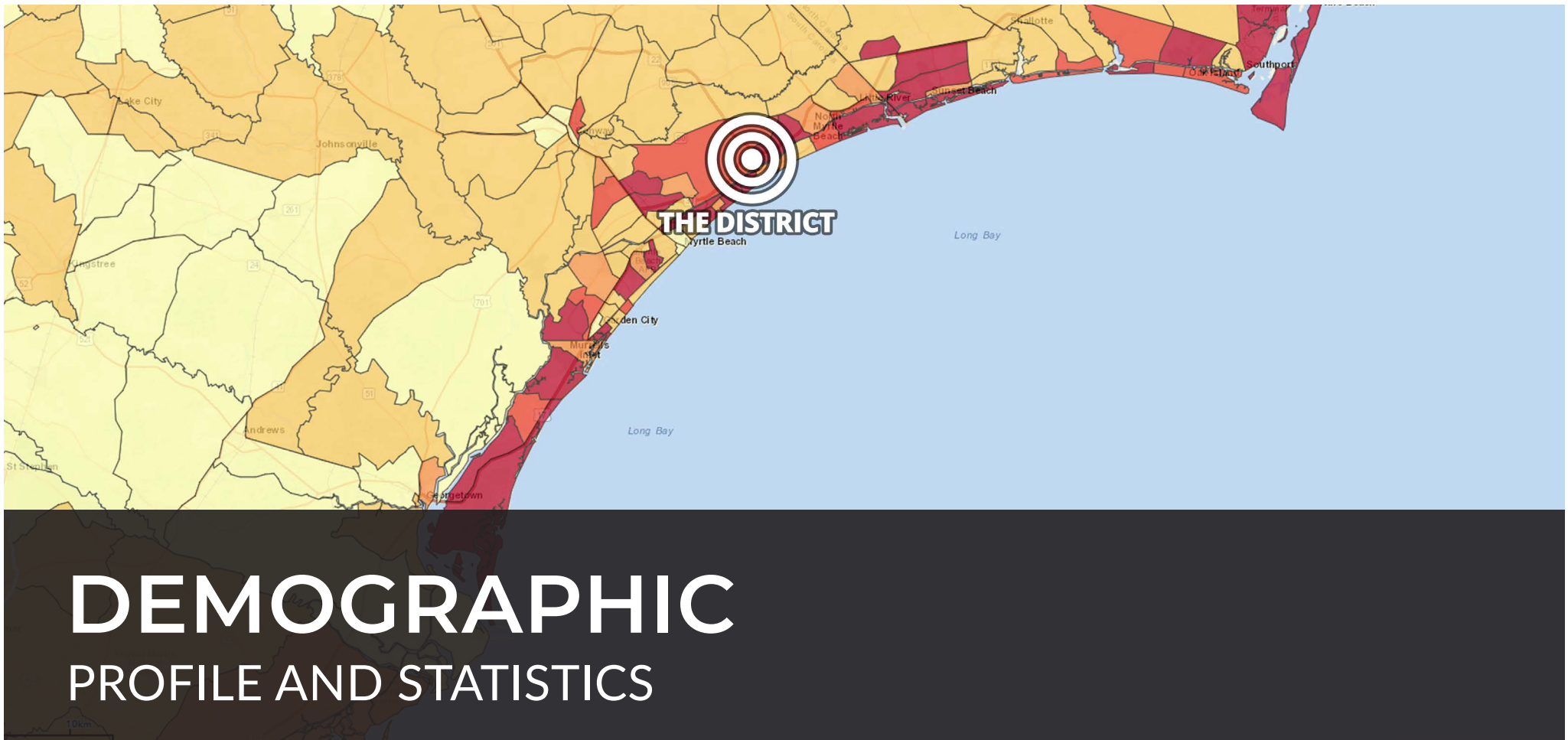
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LOCAL RETAIL & ATTRACTIONS

- Tourism accounts for a \$7 Billion economic impact each year.
- Approximately 90 golf courses and 2.7 million rounds of golf have been played in the Myrtle Beach area.
- 1,800 full service restaurants with \$1 Billion generated in food and beverage sales at Grand Strand.
- 425 hotels and 157,000 rooms for rent.
- Myrtle Beach is one of the most popular family beach destinations on the east coast, with 60 miles of beachfront with 100,000 rental units



Radius	Population	Growth (2018-2023)	Households	Median Age	Average HH Income
5 Mile	19,674	2.92%	9,234	52.3	\$83,204
15 Miles	196,517	2.80%	83,721	44.0	\$70,610
25 Miles	369,260	2.60%	155,723	45.0	\$67,788

MYRTLE BEACH

- For the third year in a row, Myrtle Beach was the second fastest-growing metropolitan area in the United States between 2016 and 2018, according to newly-released U.S. Census data.
- Myrtle Beach has over 19.6 million visitors throughout the year that generates \$7 billion for the local economy.

Age Range	Generation	% of Total Population
<18	Gen Z	22.90%
18-24	Millennials	9.00%
25-34	Millennials	12.91%
35-44	Gen X	13.02%
45-54	Gen X	14.24%
55-64	Baby Boomers	13.02%
65+	Baby Boomers	14.85%

	2018 Area Occ. Rate	Visitor Count Extrapolation*
Jan	24.8%	983,202
Feb	37.6%	1,212,899
Mar	52.6%	1,747,956
Apr	60.2%	1,626,790
May	58.4%	1,578,042
Jun	84.6%	2,472,094
Jul	89.6%	2,504,603
Aug	81.5%	2,066,829
Sept	52.4%	1,774,979
Oct	49.1%	1,445,297
Nov	33.7%	1,345,969
Dec	25.2%	843,640
Total		19,602,300

* Total determined by DK Shifflet annual visitor study. Monthly extrapolations based on occupancy rates determined by Coastal Carolina University.



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